



VITALITY F22 EV W-SILENT

LEADING EV TYRE TREND!

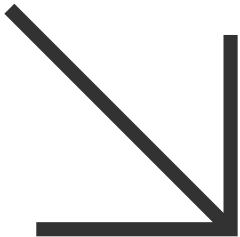
www.forcelandtyre.com



STARTED

TIME TO GET ON BOARD WITH EV TYRES AND WIN THE MARKET!

EU ban on new fossil fuel cars from	_____	2035
New EVs sales in EU has been increasing yearly since 2019 by	_____	30%+
China- made EVs surged in EU in	_____	2021



BENEFITS

- Environmentally friendly choice, less noise pollution and carbon output
- Boosting the EV and its battery range by up to 10% (lower rolling resistance)
- Lower running costs as the mileage of EV tyre is 20% longer than non-EV tyre
- More reliable safety, EV tyres engineered to withstand the additional demands of EVs on weight, dynamic loading and traction



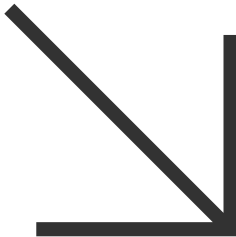
BENEFITS OF EV TYRES TO CONSUMER

Environmentally Friendly

Boosting Battery Range

Longer Mileage

Reinforced Structure





TESLA MODELS

BENEFITS OF EV TYRES TO CONSUMER

- Significant profit margin – the cost of EV tyre around 25% higher than non-EV tyre while market selling price of EV tyre up to 60% higher than non-EV tyre
- Catching new sales point ahead of competitors, making your own profit quietly
- Stepping out of price war of non-EV tyres
- Less competitors
- Enriching product mix to align with the utmost market demands

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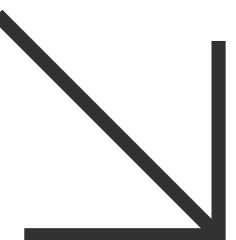
FORCELAND'S SOLUTIONS TO HELP YOU WIN EV TYRE MARKET

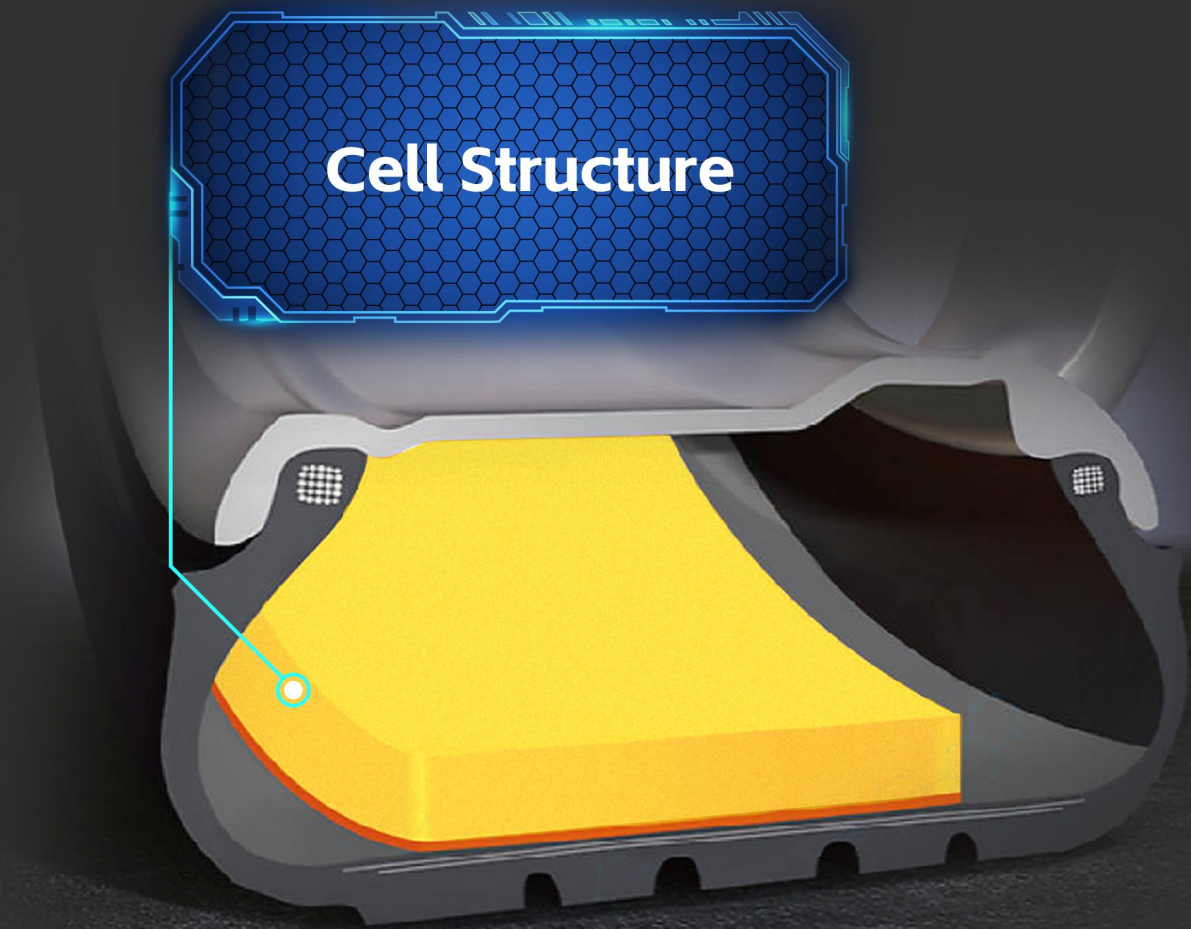
+ VITALTY F22 EV W-SILENT



FEATURES OF VITALITY F22 EV W-SILENT

- Unique design and tread compound
- Tailored to the specific demands of EVs
- Prioritized grip
- Stability
- Efficient water dispersion and braking performance while maintaining low rolling resistance
- Specific materials for EVs: Polyester cord and steel wire





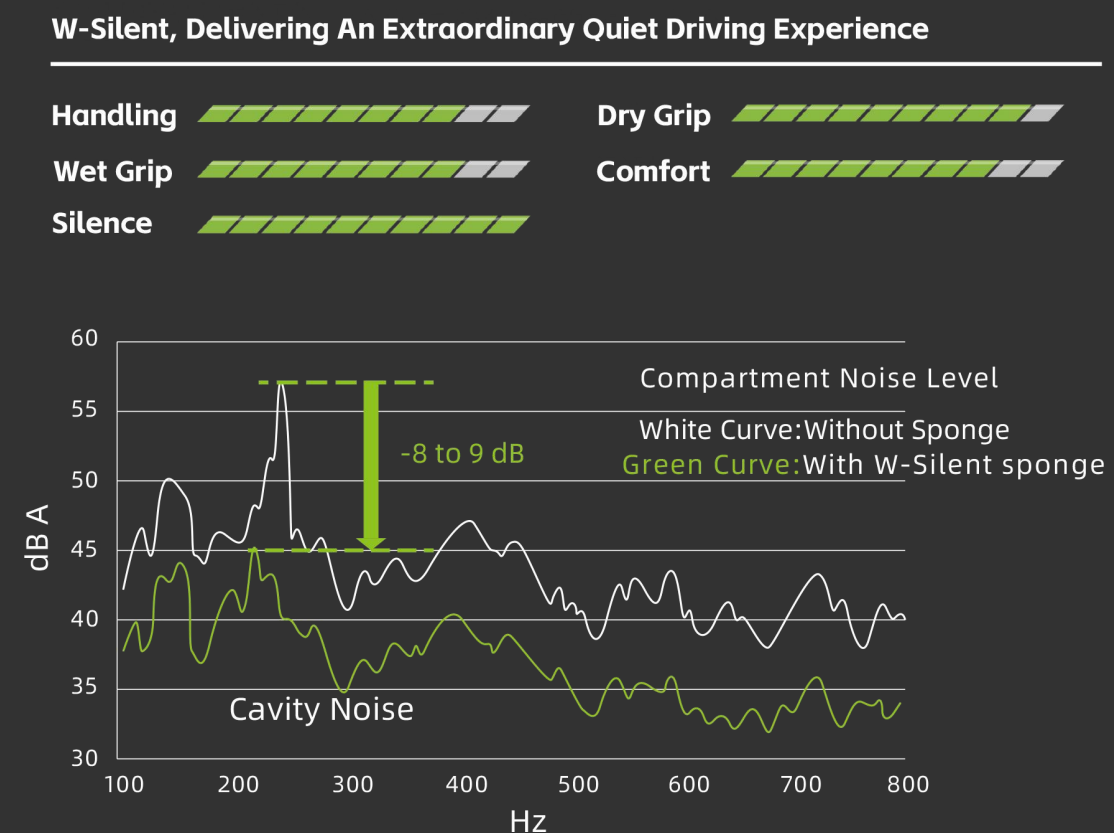
Cell Structure Sound-absorbing Sponge

(None Polyurethane Foam)

FEATURES OF VITALITY

F22 EV W-SILENT

Exclusive patented technology cell-structure sound-absorbing sponge (made of non-polyurethane materials with remarkable noise absorbing), reducing the compartment noise by up to 8-9dB



FEATURES OF VITALITY

F22 EV W-SILENT

STARTED

- SIDEWALL MARKS
- EV
- E4, R30, R117
- DOT

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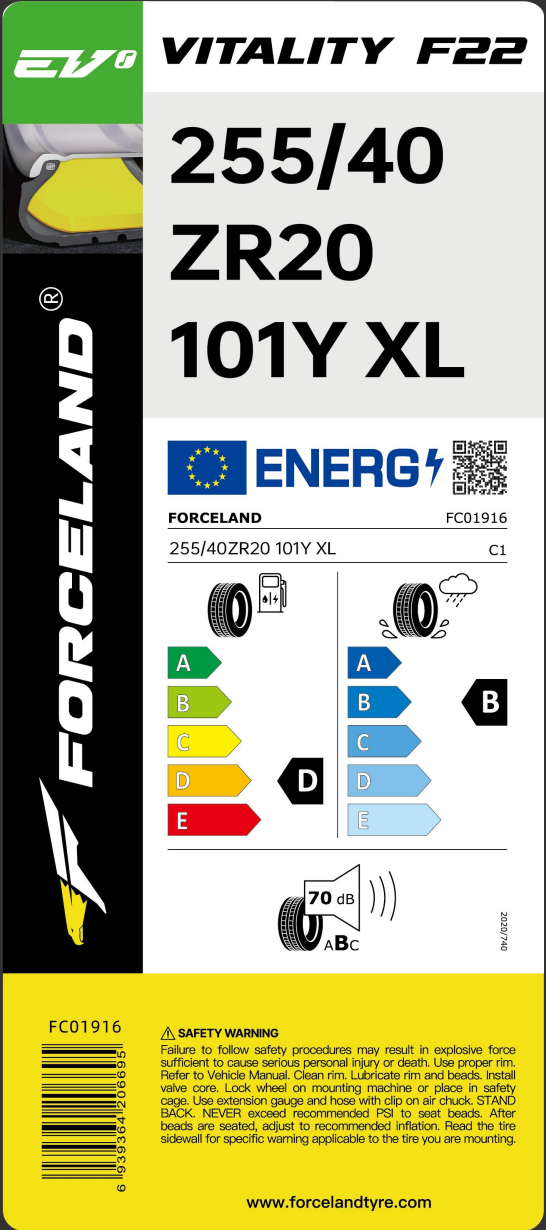


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live-action



label

FEATURES OF VITALITY F22 EV W-SILENT



+ Packing and Labels

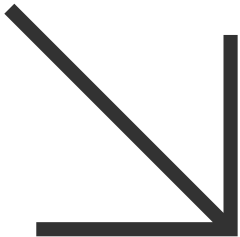


FEATURES OF VITALITY F22 EV W-SILENT

Size Coverage for EVs

- 100% for Tesla
- 90%+ for Porsche, BMW, Mercedes-Benz, VW, Kia, Volvo, Audi, Peugeot, BYD, Geely, MG and others

215/45ZR17	235/60R18	235/55ZR19	235/50ZR20	265/45ZR21	265/35ZR22	285/35ZR23
245/40ZR17	255/55R18	255/50ZR19	255/45ZR20	295/40ZR21	285/35ZR22	325/30ZR23
225/45ZR17	245/50ZR18	235/50ZR19	265/45ZR20	275/45ZR21	275/35ZR22	285/40ZR23
255/40ZR17	275/45ZR18	255/45ZR19	255/45ZR20	315/40ZR21	315/30ZR22	325/35ZR23
	215/45ZR18	225/45ZR19	275/45ZR20	255/40ZR21	275/40ZR22	
	245/40ZR18	245/40ZR19	255/50ZR20	285/35ZR21	315/35ZR22	
	225/45ZR18	255/40ZR19	285/45ZR20	265/40ZR21	285/40ZR22	
	255/40ZR18	245/45ZR19	245/45ZR20	295/35ZR21	325/35ZR22	
	245/45ZR18	275/40ZR19	275/40ZR20	285/40ZR21	285/45ZR22	
	275/40ZR18	245/40ZR19	285/40ZR20	315/35ZR21	325/40ZR22	
	225/40ZR18	275/35ZR19	275/40ZR20	245/35ZR21		
	255/35ZR18	225/35ZR19	315/35ZR20	265/35ZR21		
	235/40ZR18	255/30ZR19	265/45ZR20	285/30ZR21		
	265/35ZR18	235/35ZR19	285/40ZR20	255/35ZR21		
	245/40ZR18	265/35ZR19	295/40ZR20	275/35ZR21		
	275/35ZR18	265/30ZR19	225/35ZR20	265/35ZR21		
		295/30ZR19	255/30ZR20	295/30ZR21		
		305/30ZR19	235/35ZR20	305/30ZR21		
		245/35ZR19	265/30ZR20	275/35ZR21		
		275/30ZR19	245/35ZR20	315/30ZR21		
		255/35ZR19	275/30ZR20	285/35ZR21		
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			295/30ZR20			
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			275/35ZR20			
			285/35ZR20			
			255/35ZR20			
			295/35ZR20			
			295/30ZR20			
			255/40ZR20			
			295/35ZR20			



FEATURES OF VITALITY F22 EV W-SILENT

- The noise reduction performance of W-SILENT tyre is proved outstanding from name brands
- Independent production line for EV tyres, fulfilling diverse sizes & quantities demands with less MOQ limit
- The most comprehensive size coverage for EVs
- State of the art exclusive patented W-SILENT technology ahead of the other suppliers
- Well-experienced in supplying EV tyres to the global market since 2020



COMPARATIVE EXPERIMENTS BETWEEN

Vitality F22 EV W-SILENT and Name Brand EV tyres



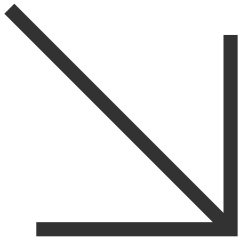
TYRE	Km/h	Average dB
PILOT SPORT EV	40	66
Vitality F22-Silent	40	65
PILOT SPORT EV	60	69
Vitality F22-Silent	40	66
PILOT SPORT EV	80	73
Vitality F22-Silent	80	69

MODEL Y TYRE SIZE 255/40 R20



TYRE	Km/h	Average dB
PIRELLI P7	40	61
Vitality F22-Silent	40	59
PIRELLI P7	60	62
Vitality F22-Silent	40	54
PIRELLI P7	80	63
Vitality F22-Silent	80	57

BMW 530Li TYRE SIZE 245/40 R19、 275/35 R19



COMPARATIVE EXPERIMENTS BETWEEN

Validity F22 EV W-SILENT and Name Brand EV tyres



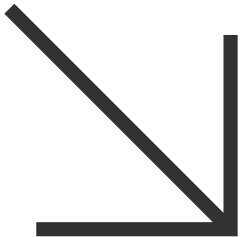
TYRE	Km/h	Average dB
MICHELIN	40	56
Validity F22-Silent	40	55
MICHELIN	60	57
Bridgestone Turanza	40	57
MICHELIN	80	59
Validity F22-Silent	80	57

Lexus ES300h TYRE SIZE 215/55 R17



TYRE	Km/h	Average dB
HANKOOK	40	58
Validity F22-Silent	40	51
HANKOOK	60	60
Validity F22-Silent	40	54
HANKOOK	80	62
Validity F22-Silent	80	60

VW ID.6 TYRE SIZE 235/50 R20、265/45 R20



ACOUSTIC SPONGE COMPARISON

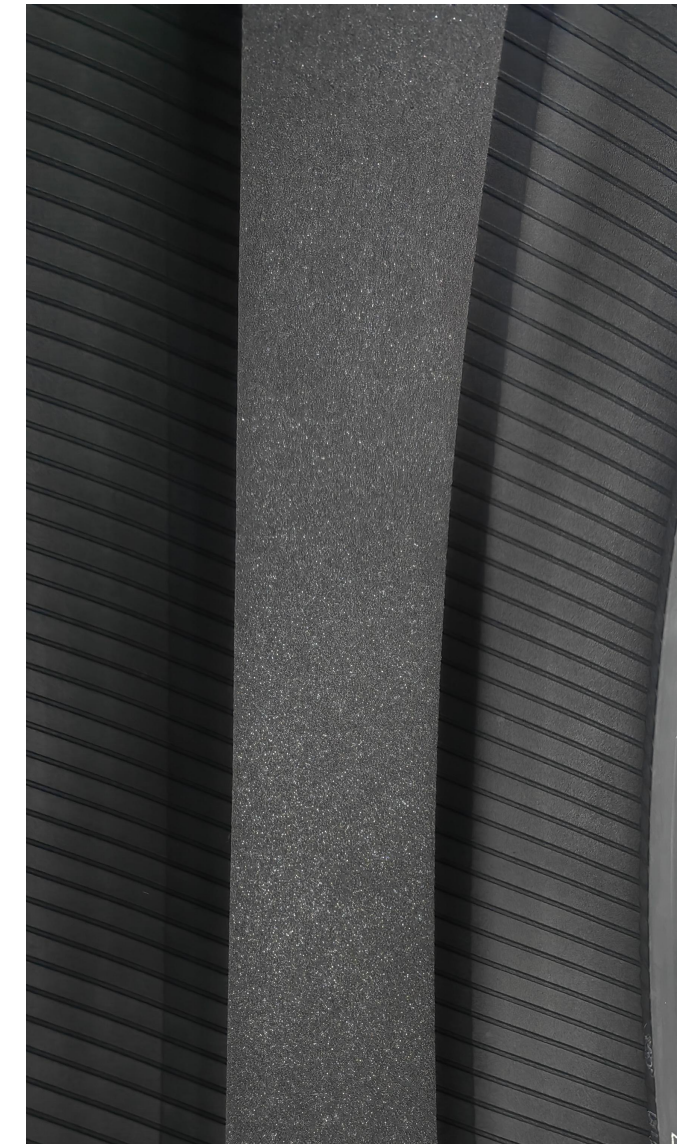
Vitality F22 EV W-SILENT and Name Brand EV tyres



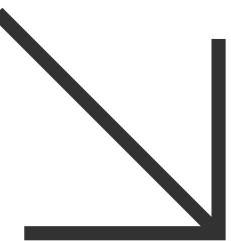
Forceland Vitality F22



Michelin PILOT SPORT4



**BRIDGESTONE
TURANZA TOO5EV**



MARKETING SUPPORT

Influencer campaigns designed to engage consumers

POSTERS



BANNERS



MARKETING SUPPORT

Influencer campaigns
designed to engage consumers

FLAGS



MARKETING SUPPORT

Influencer campaigns designed to engage consumers

SOCIAL MEDIAS



Facebook



Instagram



Linkedin



Tiktok



X (Twitter)

SOCIAL MEDIAS

[TireBusiness.com](https://www.tirebusiness.com)

[TyrePress.com](https://www.tyrepress.com)

[Forcelandtyre.com](https://www.forcelandtyre.com)





EV W-SILENT LEADING EV TYRES TREND!

Reach out to us for more details,

Email:

Tel:

Cell/WhatsApp/WeChat:

Thank You
For Watching.

End